ADDRESSING CARDIOVASCULAR HEALTH IN MISSISSIPPI THROUGH COMMUNITY ENGAGEMENT AND OUTREACH-THE JACKSON HEART STUDY

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Abstract: The Jackson Heart Study (JHS) Community Outreach Center (CORC) is charged with promoting overall community health and well-being and building capacity in the JHS community to address the causes of disease and disability and to improve the quality of life. This presentation highlights the JHS CORC framework of Community Participation describing a range of approaches that can be used to engage communities around both traditional and emerging cardiovascular disease issues. To achieve these goals in the 21st century, JHS CORC is engaging the communities of Hinds, Madison, and Rankin Counties in developing a broad variety of activities that could lead to solutions to the prevalence of cardiovascular diseases (the leading causes of death), health disparities, and other community health issues. Drawing from over a decade of experience as the Community Partnership Office (CPO), a division of the JHS Coordinating Center that was developed and managed by Jackson State University, CORC developed a conceptual framework for community engagement in public health. Based on the lessons learned from the beginning of the Jackson Heart Study in 2000 to the present, CORC offers suggestions to help other groups aspiring to conduct research and to implement public health-related activities to effectively employ community engagement and outreach in their communities to enhance their own activities and their ability to address issues relating to obesity, diabetes, and other cardiovascular diseases.

Key Words: Community, engagement, outreach, framework

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